

# HOTEL TIMES SQUARE

MAP  
INSIDE

*New York*



RIGHT IN THE HEART OF THE HEART OF NEW YORK

Home of the famous  
AMERICAN BAR and RESTAURANT  
completely air conditioned

ABNER FRIEDMAN  
General Manager





1. Radio City
2. Hayden Planetarium
3. Riverside Drive and George Washington Bridge
4. Pennsylvania Station
5. Bronx Zoological Gardens
6. St. Patrick's Cathedral
7. United Nations Under Construction
8. To LaGuardia Field
9. Empire State Building
10. New York Public Library
11. Wall Street
12. Grand Central Station
13. Metropolitan Museum of Art
14. Triboro Bridge
15. Cathedral of St. John the Divine
16. American Museum of Natural History
17. Queens Midtown Tunnel
18. Chinatown
19. Grant's Tomb
20. Columbia University
21. Greenwich Village
22. To Idlewild International Airport
23. To Statue of Liberty
24. Museum of the City of New York
25. Holland Tunnel
26. Lincoln Tunnel
27. Queens Midtown Tunnel
28. Madison Square Garden
29. Central Park
30. Museum of Modern Art
31. Metropolitan Opera House



# In New York "rest assured" at Hotel Times Square

For comfort, leisure and economy



Alone or with the family, you will find New York so full of interesting things to see and exciting lovely things to buy, you won't want to waste a penny. We know you will appreciate the reasonable rates and wonderful location of Hotel Times Square, just a few steps away from the Great White Way. Glittering night clubs, motion picture palaces, famous restaurants and theatres are practically just outside our door. Radio City, Madison Square Garden, The Empire State Building and Fifth Avenue, with its world-famous stores and specialty shops, all are within a few minutes walk.

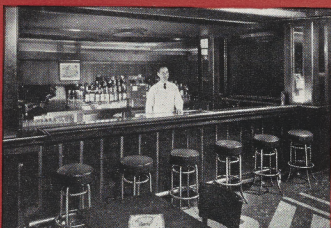
When day is done, you will find delight in returning to your newly decorated comfortable room where a brand new five channel radio offers a wide selection of the best in radio or, perhaps you prefer the soft melodies of Muzak to help you relax into a wonderful night's sleep on a wonderfully comfortable deep slumber bed whose soft innerspring mattress truly gives you REST ASSURED till the dawn of a new day.



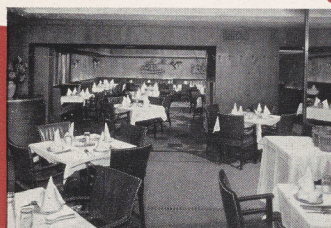
Welcome to Hotel Times Square



Our spacious comfortable lobby



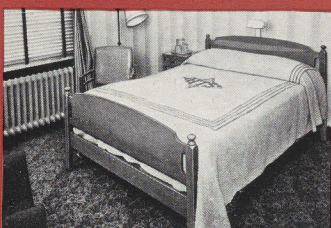
The American Bar. Choicest wines and liquors at popular prices.



The American Restaurant. Fine food at budget prices.



Bright and cheery this double room is your home away from home.



Newly decorated. Radio, Muzak and deep slumber bed.



Say goodbye to unnecessary delays and time-consuming traffic jams. Practically all New York's business districts are within walking distance or easily reached by subway (almost at our door).

Subways, buses, railroad, steamship and airline terminals are close at hand. Our travel consultant will make your reservations for you anywhere, any time gladly and without cost.

For a ball game or a fight, the big ball parks are but a few minutes by subway and Madison Square Garden is a 3 minute walk from our door. Shows and big movie palaces are just around the corner.

When work and play are finished, you will appreciate the homey comfort of a wonderful night's sleep on a wonderfully comfortable deep slumber bed whose innerspring mattress makes your REST ASSURED.

Steps away from the Great White Way

## Right in the Heart of the Heart of New York

EVERETT  
CLARK  
F  
123, 125  
16, 193  
1943

EVERETT  
DURST





## Your Key to Our City

### STREET GUIDE TO NEW YORK

To find a number on the Avenues of Manhattan, cancel the last figure of the number, divide the remainder by 2 and add or deduct the given key number.

Thus: Where is 596 Seventh Avenue?

Divide 59 by 2 equals 30, plus 12 equals 42nd Street.

Fourth Avenue.....add 8	Sixth Avenue.....deduct 13 (Ave. of the Americas)
Fifth Avenue.....	Seventh Avenue.....add 12
Up to 200.....add 13	Above 1800.....add 20
Up to 400.....add 16	Eighth Avenue.....add 9
Up to 600.....add 18	Lexington Ave.....add 22
Up to 775.....add 20	Madison Ave.....add 27
From 775 to 1286, see below	Park Avenue.....add 34
Up to 1500.....add 45	
Above 2000.....deduct 24	

### EXCEPTIONS

Broadway, up to 754, below East 8th Street:  
Above 754, apply above rule, but deduct following key numbers:  
From 754 to 858.....deduct 29  
From 857 to 958.....deduct 25  
Above 1000.....deduct 31  
Fifth Avenue from 775 to 1286 drop last figure and deduct 18 from remainder.

## while you are with us...

Here, at Hotel Times Square, a large highly trained staff of employees exert every effort in your behalf. We want you to be comfortable and happy and we want to assist you in every way we can to enjoy your stay at Hotel Times Square and in our wonderful city, New York.

We invite you to consult with us at any time. Our Information Clerk will gladly help you plan a sight-seeing trip to Radio City, The Hayden Planetarium, The Empire State Building, The Statue of Liberty or to a place of your choice. He will arrange for you to have radio broadcast tickets. He will be glad to direct you to a church of your faith in the neighborhood or to such world-renowned churches as St. Patrick's Cathedral, Cathedral of St. John the Divine, The Little Church Around the Corner and Temple Emanuel.

Hotel Times Square is your home away from home. May we help you to enjoy it more.

*Alfred Friedman*  
General Manager

## around the town

### TIMES SQUARE DISTRICT

Times Square, the Great White Way, is directly and easily accessible to all of New York. Restaurants, theatres, movies, night spots and supper clubs of every kind and description meet every taste and budget. Our Information Clerk will gladly help you in your selection.

### THEATRES

World famous personalities of stage and screen appear in person in the hit shows of the day—all within a minute or two's walk from our door. See the stars on the Great White Way offering the latest and best in legitimate entertainment.

### MOVIES

Latest in moving pictures from the studios of the world presented in movie palaces of unsurpassed luxury and splendor. Radio City Music Hall, Roxy, Capitol, Paramount, Rivoli, Strand and others all are in the neighborhood. Many offer exciting stage shows featuring celebrated orchestras and movie personalities in person.

### SHOPS

World renowned department stores and specialty shops featuring the latest word in fashions are but a short walk from Hotel Times Square. Magnificent show windows on Fifth Avenue brilliantly lighted every night display the creations of the world's fashion authorities.

### NIGHT SPOTS

Big and small, from brilliantly produced floor shows to cozy intimate supper clubs to sparkling summer roofs all are here for your selection. Most are in the immediate neighborhood.

### CHURCHES

Hear the celebrated choirs of the Cathedral of St. John the Divine, St. Patrick's Cathedral, Riverside Church, Trinity Church, The Little Church Around the Corner. A church of your faith is within walking distance of Hotel Times Square.



750 294

## RATES

### FOR ONE PERSON

Room with Running Water . . . . .	\$2.50
Room with Connecting Bath . . . . .	3.00
Room with Private Bath . . . . .	3.50

### FOR TWO PERSONS

Room with Running Water . .	\$4.00	\$4.50*
Room with Either Twin Beds or	5.00	5.50*
Double Bed and Private Bath		6.50*

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2 Rooms with Connecting Bath		
for Four Persons . . . . .	10.00	11.00*

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Combination of Double and		
Single Room with Connect-		
ing Bath for Three Persons .	7.50	8.50

\*\$1.50 extra for additional bed in room.

### The American Restaurant Dining Room Service

Breakfast, Budget Luncheon, Full Course Lunch-  
eon, Complete Dinner and Supper.

Excellent cuisine at moderate prices.

Room Service on request.

The American Bar offers choicest wines and  
liquors at popular prices.

Excellent garage facilities.

